

Amendments to the Claims:

Claim 21 (Currently amended) A method at a network based device for providing selected content to a user device, said method comprising:

receiving an indication of selected content;

presenting at least one locking requirement including a first locking requirement associated with the selected content to the user device;

receiving a indication of selection of at least the first locking requirement at the network based device from the user device in response to presenting the at least one locking requirement which is received during said operation of receiving; and

providing the selected content from the network based device to the user device together with the at least the first locking requirement following selection of the content and at least the first locking requirement to permit the selected content to be operated upon pursuant to the at least the first selected locking requirement.

Claim 22 (Currently amended) A method at a wireless mobile device for providing selected content, said method comprising:[[:]]

transmitting an indication of selection of which the plurality of content is to form the selected content;

receiving at least one locking requirement including a first locking requirement associated with the selected content at the wireless mobile device;

selecting acceptance of [[the]] at least the first ~~selected~~ locking requirement in response to receiving the at least one locking requirement at the wireless mobile device;

receiving said selected content and storing said selected content at the wireless mobile device following selection of the content and at least the first locking requirement[[,]]; and

operating upon the selected content in accordance with the at least the first selected locking requirement.

Claim 23 (Previously presented) The method of Claim 22 further comprising the operation, at the wireless mobile device, of determining when the first selected locking requirement is met.

Claim 24 (Previously presented) The method of Claim 23 further comprising the operation subsequent to said operation of determining of unlocking the selected content data to release the selected content out of the first selected locking requirement.

Claim 25 (Previously presented) The method of Claim 23 further comprising the operation of notifying the network based device of determination made during said operation of determining that the first selected locking requirement is met.

Claim 26 (Previously presented) The method of Claim 23 further comprising the operation of dispensing a reward to a user associated with the wireless mobile device subsequent to notifying the network based device during said operation of determining.

Claim 27 (Previously presented) The method of Claim 21 wherein said operations of presenting and selectably providing are performed by sending a message from the network based device that contains the selected content and the at least the first selected locking requirement.

Claims 28-32. (Canceled)

Claim 33 (Previously presented) The method of Claim 22 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content at the wireless mobile device according to the at least the first selected locking requirement.

Claim 34 (Previously presented) The method of Claim 33 wherein the at least the first selected locking requirement comprises a manner by which to display the advertising content in human perceptible form.

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Claim 35 (Currently amended) In a wireless mobile device operable by a user in a radio communication system, an improvement of apparatus for operating upon selected content selected from a plurality of content stored at a network-based device and delivered to the wireless mobile device, said apparatus comprising:

a content manager embodied at the wireless mobile device, said content manager for managing the selected content once delivered to the wireless mobile device, management of the selected content provided by said content manager comprising selectably locking the selected content pursuant to a first selected locking requirement such that the selected content is repeatedly presented until the first selected locking requirement is met, determining when the first selected locking requirement is met, and unlocking the selected content when the first selected locking requirement is determined to have been met such that the selected content is no longer required to be repeatedly presented.

Claim 36 (Currently amended) A method for delivering selected content said method comprising:

receiving an indication of selected content;

presenting at least a first locking requirement associated with the selected content to a user device wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented; and

providing the selected content from a network based device to the user device together with the at least first selected locking requirement to permit the selected content to be repeatedly presented until ~~operated-upon pursuant to~~ the at least the first selected locking requirement is met.

Claim 37 (Previously presented) The method of Claim 36 further comprising:

receiving an indication of said at least first selected locking requirement having been met.

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Claim 38 (Previously presented) The method as in Claim 37 further comprising:
providing a reward in response to said indication.

Claim 39 (Currently amended) A method of using selected content said method comprising:
transmitting an indication of selected content;
receiving at least a first locking requirement associated with the selected content at a user device, wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented;
selecting acceptance of the at least the first selected locking requirement;
receiving said selected content and storing said selected content; and
repeatedly presenting operating upon the selected content with the user device until in accordance with the at least the first selected locking requirement is met.

Claim 40 (Previously presented) The method of Claim 38 further comprising:
the operation of determining when the at least the first selected locking requirement is met;
the operation of unlocking the selected content data to release the selected content out of the first selected locking requirement having been met.

Claim 41 (Currently amended) A method as in Claim 39 further comprising:
receiving an indication of a reward[[:]].

Claim 42 (Currently amended) A wireless mobile device for operating upon selected content said device comprising:
a content manager for receiving and managing selected content, wherein said management comprises locking in said selected content pursuant to a first locking requirement such that the selected content is repeatedly presented until the first locking requirement is met;
and

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a memory for storing a plurality of profiles wherein each profile comprises ~~a profile identifier, and~~ an identifier indicative of the use of said locked in selected content.